



Crafts by
Susan Fox Hirshmann

Fall *37th Annual*
Festival

27th Annual
Holiday
Craft Show

City of Fairfax Parks & Recreation
2013 Craft Shows Exhibitor Guidelines

Applications due March 14, 2013



www.fairfaxva.gov





Fall Festival

37th Annual



Holiday Craft Show

27th Annual

37th Annual Fall Festival

October 12, 2013, (Rain Date: October 13, 2013)

10am – 5pm, Historic Downtown Fairfax

Benefits

- Fall Festival, a one-day outdoor event, includes over 500 vendors and has a public attendance of 25,000 shoppers.
- Juried event, showcasing only the very best crafters.
- Event is free to the public.
- New downtown vendor configuration.
- Event is geared to the vendor.
- Online registration for crafters convenience.
- Event brochure is distributed to 25,000 households.
- Event web site provides up-to-date information with a listing of vendors.
- Additional event advertising includes oversize signage at City highway entrances, ads on the back of public transportation buses, in local and national newspapers, on cable television and local radio stations.
- Visit us on FaceBook “Fall Festival City of Fairfax”
- **We strive to bring the buying customers to you!**

27th Annual Holiday Craft Show

November 16, 2013, 10am – 5pm

November 17, 2013, 10am – 3pm

Fairfax High School

3501 Rebel Run, Fairfax, VA 22030

Benefits

- Holiday Craft Show, a two-day indoor event, includes over 200 vendors and attracts 7,000 holiday shoppers.
- Juried event, showcasing only the very best crafters.
- Event brochures distributed to 25,000 households.
- Online registration for crafters convenience.
- Event web site provides up-to-date information with a listing of vendors.
- Additional event advertising includes oversize signage at City highway entrances, ads on the back of public transportation buses, in local and national newspapers, on cable television and local radio stations.
- Visit us on FaceBook “City of Fairfax Parks & Recreation”
- **We strive to bring the buying customers to you!**



CityFFXParksRec



CityFFXParksRec



CityFFXParksRec



CityofFairfaxVA



Apply now for two of the most popular art & craft shows in the greater metropolitan Washington, D.C. area!

NEW THIS YEAR: All vendors that sell jewelry must select as their category listing “Jewelry” even if they also sell other items. The Multi-Media category is for those vendors whose products are a combination of categories (two or more) excluding the category Jewelry.

To participate, you must complete an application and indemnification form which is enclosed in this brochure. Any application received after the deadline will be waitlisted if all festival criteria are met. Please share the application with other art and craft vendors. Visit our web site for answers to frequently asked questions: www.fairfaxva.gov.

APPLICATION PROCEDURES & TIMELINE

NEW THIS YEAR – Two ways to apply:

Paper Application

1. After reading through this brochure, complete the enclosed application and indemnification form in its entirety. Be sure to include five (5) color photographs (no Polaroids) with images of your work and one (1) image of your booth display (booth display photograph required). **photographs will not be returned.**

Food/gourmet food vendors must indicate on application form a request for proposal (proposal will be submitted either at the same time or after application is received). These items, along with the application, indemnification form and application fee of \$12 per show, are necessary before our panel of judges will consider you for acceptance. All applications must be accompanied with the \$12 application fee(s). Applications must be received or postmarked by March 14, 2013. Any application received after the deadline will be waitlisted if all festival criteria are met. Application fee may be made by check, cashier's check, money order or by Visa, MasterCard, Discover or American Express.

2. Applications will be juried in April by our panel of judges. Notification as to acceptance in the shows will be sent in May. The booth fee will be required within 30 days after notification acceptance.

On-line Application – For Craft Vendors ONLY!!

1. After reading through this brochure, log on to the Juried Art Services Website (read more about JAS above) at <http://www.juriedartservices.com>. Once on the site, on the right hand side of the home page click on the Register Now button.

2. Complete the 3 easy steps of membership registration.

3. Then you will create a portfolio, upload images of your artwork and then get to apply to our events. There is important information about your images – they must be between 1400 and 2000 pixels. Why you ask? – JAS site says “The reason for the between 1400 and 2000 pixels (at the largest dimension) standard is to accommodate the shows need to have “print-ready” images for their show catalogs etc. The JAS system, also accepts 1920x1920. It is important to remember that you are not limited to any orientation on your images: they can be square, wide (landscape) tall (portrait). Your images should reflect how your work is best portrayed.”

4. If you have previously set-up a portfolio with Juried Art Services, you do not need to set up a new one in order to apply. Simply create a NEW APPLICATION within the existing portfolio.

5. Applications will be juried in April by our panel of judges. Notification as to acceptance in the shows will be sent in May. The booth fee will be required within 30 days after notification acceptance.

JURY PROCESS

- Jury selection criteria are based on quality, originality, uniqueness and popularity of items.
- Photographs must be of good quality and provide current close-up shots.
- All images must be labeled with vendor name if submitting a paper application.
- Polaroids are not acceptable.
- Only crafts in the categories juried may be sold at the show.
- Images should accurately represent the work that will be sold/displayed.

ACCEPTED CATEGORIES

Categories have changed slightly from previous years.

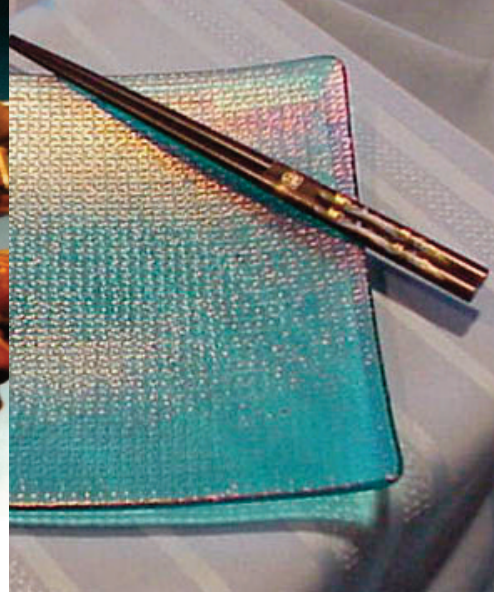
Apparel, Baskets, Brewery/Winemaking, Business Expo, Children's Activities (Fall Festival only), Dolls/Accessories, Fabric/Needlework, Floral, Food, Gourmet Food, Glass, Information (Fall Festival only), Jewelry, Leather, Miscellaneous, Multi-Media, Paintings/Drawings, Personal Care/Home Fragrance, Photography, Pottery/Clay/Ceramics, Soft-Sculpture, Wood/Decorated, Wood/Furniture, Wood/Miscellaneous, Wood/Multi-Media, Wood/Toys NOTE: “Food” consists of cooked food on premises. Food proposals for the Holiday Craft Show must be based on full-service, i.e., breakfast and lunch items. “Gourmet Food” consists of bake sale items, herbs, dressings, dips, honeys, nuts, etc. and requires a submitted proposal from the vendor. “Miscellaneous” are products that do not fit into other categories. “Multi-Media” are products that are a combination of categories – two or more (jewelry not included).



Crafts by Jean Cohen



Crafts by Cathy Holt



Crafts by Susan Mozingo

ELIGIBILITY REQUIREMENTS

All work must be original, handcrafted art and craft items produced by the vendor (United States based artists) and must be representative of items juried. Parks & Recreation reserves the right to request an inventory of items to be sold by vendor and to disallow any entry based on the guidelines and decisions of the Selection Committee. Requirements for food or gourmet food is dependent upon proposal submitted.

The following exhibits are **not allowed** in the shows:

- IMPORTED MERCHANDISE
- Copyright and/or trademark images, names and products may not be sold unless vendor has written permission "To Sell" by holder of copyright or trademark. Examples are "Disney", "Warner Brothers", "Precious Moments", professional and college sports teams.
- Kits & commercially manufactured merchandise.
- Affiliates of companies (Holiday Show only).
- Non-City commercial exhibits (Holiday Show only).
- Novelty sale items including balloons & inflatable toys.
- Sports collectibles.
- Entertainment books.

LOGISTICAL INFORMATION

- No canopies, tables or chairs will be provided. It is highly recommended, though not required, that vendors bring canopies to the Fall Festival. Vendors must provide tie-downs, weights (such as sandbags), and any other sturdy equipment necessary to stabilize canopies, displays and artwork.
- Electricity available for Fall Festival and Holiday Show (designated areas at both shows).
- Vendors who participated in the shows the previous year can request the same space location for the upcoming year. We will try to accommodate, but cannot guarantee assignment of the same space.
- Photographs taken by staff of a vendor's display may be used in future programs or advertisements.

EXHIBITOR RULES

- Vendors are required to conduct all activities within their contracted space.
- Vendors may not switch, sublet or apportion spaces to other vendors or be affiliates of companies.
- Vendors must keep booths open during ENTIRE festival/show.
- Vendors are prohibited from using amplifying devices.
- Vendors may not use generators (exception for food vendors).
- Failure to comply with regulations will result in vendor being prohibited from future participation in City of Fairfax craft shows.
- If you are a city resident and your business is located in the City of Fairfax, you must have a current business license. Contact the Commissioner of Revenue's office at 703-385-7880 or via email at linda.leightley@fairfaxva.gov.

INDEMNIFICATION FORM

As a result of the new Consumer Products Safety Improvement Act, all vendors are required to sign the indemnification form which is located on the back of the application form. Completion of the indemnification form is necessary before our panel of judges will consider you for acceptance.

EXHIBITOR SET-UP & TAKE-DOWN

Set-up is scheduled to take place the morning of the events. Detailed times will be provided upon notification of acceptance. For the Fall Festival, vehicles will be able to drive up to the vendor space location. For the Holiday Craft Show, dollies are highly encouraged to transport items from vehicles to inside the school. Each exhibitor is responsible for his/her own booth set-up and take-down. Staff is not authorized to assist with set-up or take-down. Canopies, tables or chairs will not be provided.

EXHIBITOR INSURANCE

It is strongly recommended that vendors carry their own insurance policy to cover their actions. The City is not responsible for loss or damage to exhibitors or vendors. NOTE: By applying to exhibit at the Fall Festival and/or Holiday Craft Show, all exhibitors and their personnel waive any claim against, and agree to hold harmless the City of Fairfax and the Parks & Recreation Department, and their employees and volunteers, from any and all liability for damages or injury incurred during participation in the Fall Festival and/or Holiday Craft Show.



Crafts by Diane Cloher

STATE, COUNTY & CITY REGULATIONS

Vendors must comply with State of Virginia tax laws (540) 635-7984 or website at <http://www.tax.virginia.gov/site.cfm?alias=ContactUs#> email, Fairfax County Health Department (703)246-2444 or website <http://www.fairfaxcounty.gov/hd/food/> and the City of Fairfax Fire Marshal requirements 703-385-7830 or via email at Andrew.wilson@fairfaxva.gov.

EXHIBITOR CANCELLATION

In the event of a cancellation by a vendor prior to August 9, 2013, a full refund of the participant fee paid will be made to vendor. After August 9, the Parks & Recreation Department will retain all fees paid.

SERVICE CLUBS & ORGANIZATIONS

Fall Festival & Holiday Craft Show

Recognized City of Fairfax community based non-business groups are eligible to participate (limited number of spaces available) with the following guidelines: 1) Vendor Cost (non-food) - 1 free vendor space; 2) Fall Festival food vendor - 1 free vendor space, all additional spaces will be at a fee of \$77.50; 3) Holiday Craft Show gourmet food vendor - 1 free vendor space; Certified non-profit organizations are eligible to participate at 50% of the cost of a vendor space fee. No information booths allowed at the Holiday Craft Show.

CITY OF FAIRFAX BUSINESSES

Fall Festival Only businesses physically located on the immediate festival route will be assigned an appropriate space within locality of their business at the festival – no fee for one (1) space.

Holiday Craft Show City of Fairfax businesses must contact the Downtown Fairfax Coalition for placement within the area assigned to the Coalition, telephone number: 703-430-6164. Must pay fee.

BUSINESS EXPO FALL FESTIVAL/HOLIDAY SHOW

City and non-city businesses are eligible to participate in the Fall Festival and Holiday Craft Show. At the Fall Festival businesses are provided one street space (10'x10') for a fee of \$1,000. At the Holiday Craft show businesses are provided one space (10'x10') at Main Gate entrance to school (there are three entrance gates), not with craft vendors, for a fee of \$500. Business locations are within a set area at both events and no exclusivity of vendors will be granted.

FEES

Application fee - \$12 per show (\$24 if applying to both shows)

Fall Festival - per space

- \$155 Crafter (10'x10') (non-food)
- \$0 Recognized City of Fairfax community based non-business groups (Each additional space \$75)
- \$0 City of Fairfax Historic District Business, 1 space only. Each additional space \$77.50
- \$77.50 Certified non-profit organization (Each additional space \$155)
- \$1000 Business Expo (10'x10')

Food/Gourmet Food - request proposal (proposal mailed separately)

Electricity is available on Main St. for an additional \$10, space is limited, cords are not provided.

Holiday Craft Show - per space

- \$190 Hallway (10'x6')
- \$265 Gym (10'x10')
- \$240 Cafeteria (11'x9')
- \$500 Business Expo (10'x10')

Gourmet Food - request proposal (proposal mailed separately)

FEE PAYMENT

\$12 application fee (per show).

a) If submitting a paper application photographs must accompany your application and indemnification form. You may pay by check, Visa, MasterCard, Discover, American Express, cashier's check or money order. Do not send cash. Make checks payable to: "City of Fairfax".

If accepted to a show and a credit card number was provided for payment of the application fee, the same credit card will be charged for payment of the booth fee. Credit cards will be charged immediately for the application fee of \$12 per show and the same card will be charged for the booth fee on acceptance date (May).

b) If submitting an on-line application, application fee(s) are payable through the Juried Art Services registration process (Visa, MasterCard, Discover, American Express accepted). If accepted to the shows, the booth fee will be required within 30 days after notification of acceptance.

City of Fairfax Parks & Recreation
Attn: Special Events

10455 Armstrong Street, Fairfax, VA 22030

APPLICATION/POSTMARK DEADLINE: March 14, 2013

Applicants will be notified of jury results in late May.

**Questions? Contact Mitzi Taylor at
703-385-1710, mitzi.taylor@fairfaxva.gov**

**Visit our web site for answers to frequently
asked questions: www.fairfaxva.gov.**



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Hurry!

Don't miss this opportunity to be in the best shows in the
greater metropolitan Washington, D.C. area!

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